



NATIONAL  
RECYCLING  
COALITION  
INC.



# Communities: Setting Trends in Waste Prevention and Recycling

Sponsored by:

U.S. EPA's Office of Solid Waste  
U.S. EPA's WasteWise Program  
National Recycling Coalition Inc.  
Solid Waste Association of North America

*Satellite Downlink Site  
Coordinator's Kit*



# *Satellite Downlink Site Coordinator's Kit*

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**\* The downlink site registration form must be filled out in order to receive downlink coordinates.**

## INTRODUCTION

On May 1, 2002, from 1:00 PM to 3:00 PM (Eastern time), the U.S. Environmental Protection Agency (EPA) will sponsor a satellite forum focusing on local and tribal government recycling and waste prevention programs. The forum, entitled **Communities: Setting Trends in Waste Prevention and Recycling**, will disseminate information to assist **State, Local, and Tribal** solid waste managers in establishing effective waste reduction programs.

WasteWise, EPA's voluntary program for reducing solid waste will be cosponsoring this event. WasteWise partners have demonstrated that, through a combination of waste prevention, recycling collection and buying recycled products, they can reap substantial savings and do good things for the environment.

### The Program

Information presented during the forum will enable recycling coordinators, facility managers, and procurement and administrative staff to take an active role in waste reduction activities. The forum panel will share lessons learned about their own government programs for waste prevention, and recycling. In addition to the panelists' presentations, video clips will highlight other successful programs and viewers can call in and ask questions.

#### What is a satellite forum?

A satellite forum originates in a single location and is simultaneously "uplinked" (or broadcasted) — much like a television program — via satellite to sites all over the country. Satellite technology enables people with access to a satellite dish and a television to tune in to the program and interact with the live event by calling in questions and comments. A toll-free telephone number is provided by the program. Typically, people at the downlink sites can see video of the event, but participants at the studio can only hear viewers calling in.

The satellite forum will originate from the studios of the U.S. Department of Agriculture (USDA) in Washington, DC, and will be accessible to downlink at locations nationwide. If you live outside the continental United States, you may not be able to downlink this satellite forum. The program will be closed captioned for the hearing impaired at downlink sites with equipment capable of receiving closed captioning signals.

**EPA and its partners encourage you to participate in any way you can.** You may organize a viewing opportunity for a few of your colleagues, students, and local organizations, or you may wish to host a larger event with speakers or panelists from your community or region. Either way, we hope that this forum will offer you an opportunity to gain new insights about solid waste reduction.

## GETTING STARTED

This kit includes step-by-step instructions and reproducible worksheets to guide you through the major activities required to host a site. Take a moment to read through each section to get an idea of the kinds of tasks and activities you will need to plan for in the coming weeks. Depending on the type of event you conduct in conjunction with the satellite forum, you may want to consider asking someone in your organization to serve as an alternate contact.

**Being a downlink site coordinator is easy.** This kit was designed to help simplify the task of organizing a downlink site for your school or organization. In addition to the information in this kit, the following support will be provided to participating sites:

- **Coordinates needed to downlink the program free of charge, on the day of the event.** The downlink coordinates will be provided 2 to 3 weeks in advance of the program to registered sites.
- **Handout materials**, including information about the WasteWise program, will be provided in a second mailing, along with evaluation forms, sign-up sheets, and a return envelope.

- A **"trouble-shooting" number** to call for assistance with any technical problems you may encounter in downlinking the program will be available on and.
- **Fax numbers and a toll-free telephone number** for contacting the program panelists during the event. (These numbers will be posted on the screen periodically during the satellite forum. We regret that we cannot provide the numbers in advance of the event. A tip sheet for using the telephone during the interactive portion of the satellite forum is included in Step 6.)

If you have questions about becoming a downlink site coordinator, please contact:

**WasteWise Satellite Forum**

c/o ERG, Inc.  
2200 Wilson Blvd, Suite 400  
Arlington, VA 22201  
E-mail: [wwsf@erg.com](mailto:wwsf@erg.com)  
Fax: 703 841-1440

## PROGRAM LOGISTICS

**Date:** Wednesday, May 1, 2002

**Time:** 1:00 p.m. to 3:00 p.m. [Eastern time]  
Please note the corresponding time in your time zone.  
Central: 12:00 p.m. to 2:00 p.m.  
Mountain: 11:00 a.m. to 1:00 p.m.  
Pacific: 10:00 a.m. to 12:00 p.m.

**Downlink**

**Coordinates:** Downlink coordinates will be provided to registered sites 2 to 3 weeks in advance of the program.

### ONLY REGISTERED DOWNLINK SITES WILL RECEIVE COORDINATES.

**To register your downlink site, you must complete and return the registration form or register online. If you are coordinating multiple downlink sites you must complete a registration form for each site, including the contact name and site address.**

**Note:** This program may be downlinked **free of charge** via **analog Ku-band and C-band** satellite dishes. Please note, however, that some facilities may charge a fee for room usage.

# **Communities: Setting Trends in Waste Prevention and Recycling**

## **DOWNLINK SITE REGISTRATION FORM**

**Fax this form to 703 841-1440**

**You must register your site to receive downlink coordinates and participate!** As a registered downlink site coordinator, you will receive information and updates before the forum. You'll also receive additional photocopy masters of on-site handout materials about 1 to 2 weeks before the program. **To register**, complete the following information and fax this form back as soon as possible, or register online through the satellite forum web site **<[www.epa.gov/wastewise/wwsf](http://www.epa.gov/wastewise/wwsf)>**. If you are coordinating multiple downlink sites you must complete a registration form for each site, including the contact name and site address. **Please type or print clearly.**

### **Downlink Site Coordinator:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### **Shipping Address for Meeting Materials (If different from above. No P.O. boxes, please!):**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

### **Selected Downlink Facility:**

Facility Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

You will receive an e-mail or fax confirmation of your registration. Please check the WasteWise Satellite Forum Web site **<[www.epa.gov/wastewise/wwsf](http://www.epa.gov/wastewise/wwsf)>** within 7 to 10 days of your registration to verify your site listing.

**E-mail [wwsf@erg.com](mailto:wwsf@erg.com) if you have questions or need assistance.**

**REMEMBER TO FAX  
BACK THE  
REGISTRATION FORM**

**or**

**REGISTER ONLINE AT  
<[www.epa.gov/wastewise/wwsf](http://www.epa.gov/wastewise/wwsf)>**

# **Communities: Setting Trends in Waste Prevention and Recycling**

## **DRAFT AGENDA**

**WELCOME**                      **Nathan Roberts, Moderator**

**PART 1                      OVERVIEW OF SOLID WASTE PROGRAMS**  
**(1:05-1:20)**

**Opening Video and Introduction of Panelists**

**PART 2                      SUCCESS STORIES—**  
**(1:20-2:30)                Presentations and Discussion by panelists**

- Tom Padia, Source Reduction and Recycling Director, Alameda County Waste Management Authority & Source Reduction and Recycling Board, CA
- Charles Reighart, Recycling Coordinator, Baltimore County Department of Public Works, MD
- John Reindl, Recycling Manager, Dane County, WI
- Laura Weber, Director of Solid Waste Management, St.Regis Mohawk Tribe, NY

**PART 3                      VIEWER CALL-IN**  
**(2:30-2:55)**

*We want to hear from you! Call or fax in your questions and comments to the panelists. The toll-free numbers will appear on your screen throughout the program.*

**CLOSE**                      **Nathan Roberts, Moderator**



## **PANELIST BIOGRAPHIES**

### **Tom Padia, Alameda County Waste Management Authority & Source Reduction and Recycling Board, CA**

Mr. Padia has been with the Alameda County Waste Management Authority & Source Reduction and Recycling Board since 1991, where he serves as the Source Reduction and Recycling Director. His two decades of experience in the waste management field include service in the public, private and non-profit sectors. Tom was director of Ecology Action of Santa Cruz, California, a non-profit recycling drop-off, collection and buy-back center in the early 1980's; assistant director for the City of El Cerrito's (CA) curbside collection and dropoff municipal recycling program; Associate Director of Californians Against Waste, an environmental advocacy group, during the negotiations and passage of AB2020, California's "compromise" bottle bill system; manager of the curbside recycling program for Norcal Waste Systems, the San Francisco garbage company, during the design and startup of that service, and he was General Manager of Norcal's West Coast Salvage and Recycling Company, a privately held company in San Francisco recycling 10,000 tons per month of materials. Tom holds a degree in Economics from the University of California at Santa Cruz.

### **Charlie Reighart, Baltimore County, MD Department of Public Works**

Mr. Reighart has been Baltimore County's recycling coordinator since 1990, where he helped earn the 2001 Bronze Award for Integrated Solid Waste Systems for the County's unique residential refuse/recycling management system. He has served as President of the Maryland Recyclers Coalition for the past two years, following posts as committee chair and chairman for the Coalition. Mr. Reighart also served as co-chair for the Maryland's Source Reduction Work Group, founded the Towson-Parkville Recycling Committee, and worked as an attorney for the prestigious Venable, Baetjer & Howard law firm.

### **John Reindl, Dane County, WI Department of Public Works**

Mr. Reindl has been Dane County, Wisconsin's recycling manager since 1989, where he manages County recycling contracts and directs programs and research designed to improve county recycling programs. He also serves on over a dozen boards and committees related to solid waste management, including the Wisconsin Council on Recycling, Associated Recyclers of Wisconsin, and the Wisconsin County Solid Waste Management Association. Mr. Reindl has spoken at numerous conferences on subjects ranging from solid waste collection to setting up a MRF to construction and demolition debris recycling, and authored over 100 articles, fact sheets, and market directories on solid waste management. In addition, he served on the Legislative Council Special Committee on the Future of Recycling and was involved in the OECD process for developing a guidance manual on Extended Producer Responsibility.

### **Laura J. Weber, St. Regis Mohawk Tribe**

Ms. Weber is the Director of Solid Waste Management for the St. Regis Mohawk Tribe in New York. She has revolutionized waste prevention and recycling on the reservation by implementing an integrated solid waste management system and establishing a waste transfer station. She is also helping to create local recycling markets by manufacturing commodities from recyclable materials, and oversees an ongoing solid waste cultural education program. In addition, Ms. Weber supervises a regional solid waste education project for the Six Nations of the Haudenosaunee Confederacy, serves as the Science Officer on the St. Regis Mohawk Tribe Environmental Response Team, and serves as Chairperson for the Tribal Association on Solid Waste and Emergency Response.

## STEP 1: DESIGN YOUR EVENT

As you begin planning, determine what type of event, if any, you want to conduct in conjunction with the satellite forum. The type of event you plan is entirely up to you. Consider the following options:

**OPTION 1:** Plan to feature only the satellite forum. You may organize a screening of the 2-hour forum with no additional events or speakers. If so, consider whether you (or someone you ask) will “host” the event (i.e., welcome people, make opening remarks, distribute handout materials, explain the telephone procedure for the interactive portion of the forum, keep track of questions and comments by taking group notes, and collect evaluation forms). Acting as a formal host for the event isn’t necessary, but it can make the event more comfortable for attendees.

**OPTION 2:** Plan a half- or full-day event that includes the downlink satellite forum as part of a full program. Many downlink site coordinators opt to organize a half-day event in conjunction with the satellite forum. Such an event might consist of the following components:

- Welcome and Introduction (Program Host).
- Speaker(s).
- Screening of the satellite program.
- Post-screening discussion and/or a question-and-answer session. You could bring in a guest expert, or local organizations could share stories and identify resources that are available in your community. (A sample agenda for this type of event is included in this kit.)
- You could also videotape your event and show the satellite forum and your event tape on your local cable station, or share it with others at a later date.

**OPTION 3:** Downlink and videotape the satellite forum and plan a viewing and discussion meeting at a later date. Nearly all facilities capable of downlinking the program also have the ability to videotape the telecast. You can use the resulting tape to organize a screening event at a time that is more convenient for you. Regardless of the type of event you decide to organize, you may want to arrange to have the program videotaped for later use.

OPTIONS 1 and 3 give you the most flexibility in selecting a downlink site, while OPTION 2 may require you to find a site that meets several additional criteria (e.g., appropriate seating capacity and space for a meeting, is amenable to a longer event, and is available at low or no cost for a longer period of time).

It’s important to design your event before you schedule a downlink site. The type of event you organize may determine the type of facility you need. As you review these options, you’ll also want to consider the following:

- Will you host/moderate the event? If not, you’ll need to identify someone else to play that role and provide him or her with an introduction to the event.
- Will there be food or refreshments? If so, you’ll need to determine what to serve, how much you’ll need, and the costs.
- Will you provide additional handout materials? If so, select a site that has sufficient space to display materials. In addition, make plans now to prepare and photocopy enough materials for the event.

# Communities: Setting Trends in Waste Prevention and Recycling

## SAMPLE AGENDA

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(Eastern Time)

11:45 a.m.	Registration
12:00 p.m.	Refreshments
12:15 p.m.	Welcome and Introductions [Event organizer]
12:20 p.m.	Opening Remarks [Sponsoring agencies]
12:30 p.m.	Presentation [ Official]
12:45 p.m.	Break/Equipment check [Check with the technical person at your site about the downlink, television monitor, telephone, fax]
1:00 p.m.	Satellite Forum
3:00 p.m.	Break
3:15 p.m.	Discussion and Question-and-Answer Session Follow-up Strategies
3:55 p.m.	Fill out evaluation forms
4:00 p.m.	Adjourn

## STEP 2: IDENTIFY AND SCHEDULE A DOWNLINK SITE LOCATION

The following types of facilities often have satellite downlink capabilities and may make them available to organizations and the general public at low or no cost:

- Universities and colleges (including community colleges).
- Public schools.
- Public libraries.
- Cable stations: local programming, public access, education, government, and municipal channels.
- State departments of the environment (or other state agencies).
- Agricultural cooperative extension offices.

Many of these sites may be interested in co-sponsoring the event with you. Colleges or universities with environmental management, economic development, or business programs may be interested in conducting a program for their administrators, students, and faculty. Likewise, your state's department of the environment or cooperative extension office may have access to satellite downlink facilities and may be interested in collaborating to produce an event.

When you contact these organizations, you may want to start by asking to speak with a public relations specialist or a media/audiovisual coordinator. Determine whether you are speaking to the correct person for discussing the following aspects of the facility:

- Availability.
- Technical compatibility.
- Seating capacity.
- Schedule.
- Fees (if applicable).

Explain the time, date, logistics, and purpose of the satellite forum. For your convenience, a Downlink Site Criteria Checklist is included on page 11 to help you find a facility that meets the following technical criteria:

**Date Available:** May 1, 2002 (Wednesday)

**Time Available:** 1:00 p.m. to 3:00 p.m. (Eastern Time)

**Note:** You should allow for 1 to 2 hours of setup before the satellite forum, depending on the complexity of your event. You may also want to reserve 1 to 2 hours after the event if you plan to conduct a follow-up discussion with attendees. If you are only participating in the satellite forum and not hosting a larger event, viewers should arrive at least 15 minutes before the broadcast time. (See Step 1 for tips on designing an event.)

**Capacity:** Select a facility that can accommodate the audience size that you anticipate and the seating setup that you prefer. Ask whether the facility can be set up theater-style (chairs only) or classroom-style (chairs and tables), and determine the audience capacity for each style so that you can plan accordingly.

**Satellite Delivery:** The facility must be able to receive **Ku-band or C-band analog** satellite transmissions. Many facilities can receive both.

**Facility Staff:** Ask the facility to provide a person who will serve as the technical contact for the satellite forum. This person's responsibilities might include:

- Setting up the room.
- Checking the television monitor for color and sound.
- Tuning in the satellite signal about 30 minutes prior to the satellite forum.
- Making sure the telephone link is maintained. If a portable telephone is used, making sure that it is charged.
- Making sure the fax machine is working.

**Fees:** There is no charge for downlinking this program. You should, however, check to determine whether the facility will charge a room usage fee. If there is a charge for the room, you may want to consider charging participants a small fee for attending the program to help offset any costs that you incur.

**Satellite Downlink  
Coordinates:**

You will be notified of the satellite downlink coordinates for the program as soon as they become available (about 2 to 3 weeks in advance of the satellite forum). As soon as you receive the satellite coordinates, you should convey them to the facility contact.

**Equipment:** Ask the facility contact if the following equipment is available:

- Large screen television monitor(s) or a video projection system.
- High-quality speakers.
- Telephone in the room or in an adjoining room.
- Fax machine (optional).
- A whiteboard or an easel and flip chart for taking group notes.
- A speaker's podium and microphone (optional).
- Large table for handout materials.

(Note: EPA will provide a toll-free telephone number so viewers can call in to the satellite forum. The telephone number will appear on-screen periodically during the satellite broadcast.)

**Accessibility:** Consider the following:

- Is the facility wheelchair accessible?
- Is closed captioning available?
- Is the facility accessible by public transportation?
- Is parking convenient to the facility? What are the parking fees?

**Confirmation:** Be sure to get written confirmation that the facility is available to you on the requested dates and with the equipment that you require. **Confirm that you have booked the facility before publicizing the event!**

**Obtain Site  
Information:**

Ask the facility contact to provide you with written directions to the facility and, if possible, a map. You may want to give this information to participants when they call to register for the event.

## DOWNLINK SITE CRITERIA CHECKLIST

Name of Facility:	
Contact Person:	
Telephone/Fax:	
Address:	
FACILITY CRITERIA	NOTES
<b>1. AVAILABILITY</b> a. Available <b>date</b> _____ <b>time</b> _____ b. If you are planning a longer event, does the facility have additional time available before and after the downlink? c. Is there a charge for the facility?	
<b>2. CAPACITY</b> Does the facility have a room size/setup appropriate for the audience that you anticipate?	
<b>3. EQUIPMENT</b> Does the facility have the following equipment? a. Video (TV) monitor(s) or video projection system b. High-quality speakers c. Telephone/fax nearby for toll-free calls/faxes to the panelists d. Speaker podium and microphone e. Large tables for displaying registration and handout materials f. White board or flip chart for taking notes	
<b>4. SATELLITE RECEPTION</b> Can facility accept an <b>analog Ku-band or C-band</b> signal?	
<b>5. TECHNICAL ASSISTANCE</b> Can facility provide a technical coordinator to do the following? a. Tune in the satellite signal at the time of the satellite forum b. Set up the room c. Check television monitor(s) for sound and color d. Make sure the telephone is charged and the link is maintained e. Make sure the fax machine is working	
<b>6. ACCESSIBILITY</b> a. Is the facility accessible via public transportation? b. Is the facility wheelchair accessible? c. Is parking available? If pay parking is available, what is the approximate charge? d. Can the facility give you directions and a map to its location?	

## STEP 3: PUBLICIZE THE EVENT

### Decide Who to Invite and Obtain Mailing Lists

Several organizations and business service organizations in your community that are concerned with waste reduction, recycling, and buying recycled will be interested in the satellite forum. If you don't already have a mailing list of individuals to whom you can publicize the event, find out if any of your professional contacts and colleagues have lists you could use. Potential audiences for this event include:

- administrators and staff, including:
  - Purchasers.
  - Environmental managers.
  - Building and construction managers.
  - Office and facility managers.
  - Shipping and receiving managers.
  - Finance and operating managers.
- State and local government personnel.
- Recycling coordinators.
- Other colleges and universities with environmental policy, economic development, and business programs.
- Environmental groups and organizations.
- Others in your community interested in waste reduction, recycling and buy-recycled issues.

### Prepare Your Promotional Campaign

There are numerous ways to promote the event. Here are a few suggestions.

#### 1. Prepare and Mail Invitations

This kit includes a **sample press release** that you can revise to create your own flyer or notice. If you are going to plan a program around the satellite forum, be sure to describe that in your mailing, too. Include as many details as you can in the flyer, such as the agenda topics and the speakers' names and affiliations. Your invitation should be **customized** to include the following information:

- Names of organization(s) or institution(s) hosting the event.
- Your name (or the name of the contact person you've selected) and phone number.
- The local time of the event.
- Facility address and arrival time.

#### 2. Promote the Event Through Your Organization's Publications

You can use the **sample press release** to prepare an announcement for any publications that your organization or affiliated organizations regularly produce. These may include newsletters, updates, magazines, calendars, or other materials that are mailed to the target audience. In addition, consider posting notices on electronic bulletin boards if they are available. You may also include the announcement in list servers to which you subscribe.

#### 3. Post the Information on Your Organization's Internet Homepage or List server

You can also use the sample press release to prepare a notice for your organization's homepage. Or you can send the notice to other organizations to include on their homepages.

#### 4. Notify the Media

Use the sample press release to prepare a mailing to community and regional newspapers and the trade press. If your organization has strong relationships with certain members of the press, you could consider including a personalized

letter or a brochure inviting them to attend the satellite conference. Many newspapers run regular columns with meeting announcements and would include your listing. If you are viewing the satellite forum as part of a larger event, or if the forum is part of a bigger initiative in your area, you may want to promote the event on your local radio and/or community television channels. There are many local programs that deal with business and environmental issues.

## 5. **Personal Networking**

Tell your colleagues, associates, and professional contacts about the event. Keep a stack of flyers or invitations at your desk or in your briefcase so that you can distribute them whenever you talk to someone who is interested in the event. If you are collaborating with others in your area, be sure each group has the materials it needs to promote the event.

## 6. **Other Publicity Ideas**

- Post copies of the flyer around your office or in other locations where your target audience is likely to see them.
- Network with and make publicity materials available to other organizations, groups, or individuals who you believe will have an interest in attending this satellite forum. Also, try to obtain from them copies of any relevant mailing lists.
- Announce and/or distribute information about the satellite forum at conferences, meetings, and events that your target audience might attend.
- Secure local co-sponsors of your event. Include logos of all groups sponsoring the event on all of your customized publicity.

## **Implement Your Publicity Plan**

The following schedule shows suggested timeframes for each component of your publicity plan.

<b><u>Activity</u></b>	<b><u>Lead Time Required</u></b>
<b>Conduct the mailing(s):</b>	4 to 6 weeks prior to the event
<b>Distribute press release:</b>	For trade publications, 2 to 3 months prior to the event (check dates with a publication editor)
	For newspapers, 3 to 4 weeks prior to the event
	For radio and local television, 1 to 2 weeks prior to the event
<b>Post announcements:</b>	3 to 4 weeks prior to the event
<b>Personal networking:</b>	Ongoing

## **SAMPLE PRESS RELEASE**

Customize or adapt the press release below for use in promoting the satellite forum in your community. The text provided could be used for a short article, announcement, or poster.



# Communities: Setting Trends in Waste Prevention and Recycling

On Wednesday, May 1, 2002, from 1:00 p.m. to 3:00 p.m. (Eastern time)[CUSTOMIZE WITH THE CORRECT TIME FOR YOUR TIME ZONE AND EVENT], the U.S. Environmental Protection Agency (EPA) will sponsor a satellite forum focusing on. This interactive program is designed to disseminate information to assist in establishing effective waste reduction programs. Viewers will have the opportunity to call in with questions. The program will be closed captioned for the hearing impaired. [Although the broadcast will embed the closed captioning signal, you should make sure the downlink site can receive closed captioning signals.]

The forum will feature:

- Tom Padia, Source Reduction and Recycling Director, Alameda County Waste Management Authority & Source Reduction and Recycling Board, CA
- Charles Reighart, Recycling Coordinator, Baltimore County Department of Public Works, MD
- John Reindl, Recycling Manager, Dane County, WI
- Laura Weber, Director of Solid Waste Management, St. Regis Mohawk Tribe, NY

This satellite program will provide viewers with tips on how to establish their own waste prevention, and recycling programs. The panelists and video clips will discuss and demonstrate successful projects along with the challenges that many programs face. Viewers will also have the opportunity to call or fax questions to the panelists.

To attend, contact [YOUR ORGANIZATION/NAME OF CONTACT] at [PHONE NUMBER] or send an e-mail to [YOUR E-MAIL ADDRESS]. (Please put "Satellite Forum" on the subject line. ) Be sure to include your name, address, fax number, phone number, and e-mail address.

## STEP 4: Register Attendees and Respond to Caller Inquiries

Once you have conducted your publicity campaign, you will begin receiving calls and faxes from individuals who want to attend the event. Encourage people to formally register so that you have a reasonable estimate of the audience size. You will need this information so you can provide enough seating and handout materials. If you are well-prepared, registering attendees and responding to their inquiries should not be time-consuming or difficult.

### Plan Ahead

Be ready to respond to prospective attendees' telephone calls:

- **Keep a stack of pre-stamped and folded promotional flyers handy** for individuals who hear about the event and want more information before registering. While speaking on the phone, you can address the flyer to them.
- **Use an attendee registration form for tracking participants.** If possible, maintain a list (or database) of individuals who register. This information will help you track attendance and will be useful when promoting events in the future. The following information may be useful in your tracking system:
  - Name
  - Title
  - Organization
  - Address
  - Telephone number
  - Fax number
  - E-mail address
  - Where people heard of event
  - Registration date
  - Number attending from the organization
- **Develop a registration confirmation form to mail, e-mail or fax to individuals who register.** The form should include the date, time, location of the event, the name of the contact person, and written directions and a map of the site location, if possible, as well as details on public transportation and parking.

### Prepare to Respond to Attendees' Inquiries

The materials sent out to publicize the satellite forum should list the downlink site coordinator for your site and a telephone number that people can call for more information. People may call with a variety of questions and requests. When talking to callers, use this opportunity to encourage them to attend the satellite forum and to discover how they heard about the event, and record their answers in the log. This information will tell you which publicity efforts worked best and will help you plan future events.

It is easier to handle calls if you plan ahead by familiarizing yourself with the following list of commonly asked questions. You can also use your attendee registration form to track calls about the event and follow up on requests.

#### **Q: What is a satellite forum?**

**A:** A satellite forum, or videoconference, is a program that originates from a single location and is simultaneously “uplinked” (or broadcast)—much like a television program—via satellite to sites all over the country. Satellite technology enables people with access to a satellite dish and a television to tune in to the program and interact with the live event. Participants can call a toll-free telephone number with questions and comments and can also fax questions throughout the program.

**Q: What is WasteWise?**

**A:** WasteWise is EPA's voluntary partnership program to reduce municipal solid waste. It works with more than 1,100 of America's leading organizations to reduce waste, cut costs, and increase efficiency. Since its inception in 1994, WasteWise partners have diverted more than 3 million tons of waste from the landfill and recycled more than 32 million tons of materials. Reducing waste has allowed WasteWise partners to gain a competitive edge while conserving natural resources and preventing pollution.

This satellite forum is an effort to reach beyond the membership of the WasteWise program to organizations across the country. You can receive more information about WasteWise membership by calling 1-800-EPA-WISE. You do not need to be a member to downlink this satellite forum.

**Q: I can't get to the downlink site, but I have a satellite dish at home or access to another satellite facility. Can I watch the program there?**

**A:** Yes, you can, provided you have access to compatible satellite equipment. You will need a steerable satellite dish that can receive an analog Ku-band or C-band transmission and the satellite coordinates. The coordinates for downlinking the program will be available about 2 to 3 weeks before the program to all registered sites. Be sure to complete and send in the registration form to ERG so that you will be notified of the downlink coordinates when they become available.

**Q: How do I get to the downlink site?**

**A:** We will include a map and directions to the site with your registration confirmation packet. (Prepare these in advance so you can fax them to callers or read them over the telephone.)

**Q: Is the satellite forum free?**

**A:** The satellite downlink and all EPA materials are free. However, it may be necessary for you to charge a nominal fee to cover your expenses (room rental, refreshments, copying, etc.).

## **STEP 5: ORGANIZE THE SITE**

The following is a list of arrangements you will need to make with the facility contact in the weeks before the satellite forum. You may think of additional information to share with or get from the contact to facilitate the event. If so, add it to this checklist for future reference.

- \_\_\_ Ask the facility contact to provide written confirmation that you have booked the date and time you requested. Also ask the contact to confirm the availability of the equipment you have requested.
- \_\_\_ Obtain all the site information needed to publicize the event (see Step 3).
- \_\_\_ Make sure the facility contact knows how to reach you. Consider asking someone in your office to be an alternate contact in case you are unavailable.
- \_\_\_ Keep in touch with the facility contact. If possible, arrange to visit the site in the weeks before the satellite forum or to observe a satellite downlink in progress.
- \_\_\_ Communicate the downlink coordinates to the facility contact as soon as they become available. (Downlink coordinates will be available about 2 to 3 weeks prior to the forum.)
- \_\_\_ Arrange for two to three boxes of on-site handout materials to be delivered to the site, either several days before or on the same day as the satellite forum. Confirm with your facility contact that the boxes have arrived and ask where they will be stored until the day of your event.
- \_\_\_ Ask the facility contact if there is anything else expected of you that you have not explicitly discussed.

### **NOTES:**

## **STEP 6: Prepare to Host the Event**

### **One to two months before the event...**

- \_\_\_\_\_ Finalize your arrangements with the downlink facility and confirm all details.
- \_\_\_\_\_ Invite any guest speakers, panelists, or moderators you would like to have participate.
- \_\_\_\_\_ Conduct publicity activities to advertise the event.
- \_\_\_\_\_ Make arrangements for refreshments if you plan to serve any.
- \_\_\_\_\_ Determine who will be the host facilitator at your site. If it will not be you, establish who it will be. Provide the host with an orientation about how the event will be structured and what will be expected of him or her.
- \_\_\_\_\_ Prepare maps and/or directions to the facility (including information on public transportation, parking options, and wheelchair accessibility) to fax to callers requesting information.
- \_\_\_\_\_ Register participants.

### **One month before the event...**

- \_\_\_\_\_ Continue registering participants.
- \_\_\_\_\_ Continue networking to promote the event.
- \_\_\_\_\_ Inform your facility in writing of the downlink coordinates as soon as they become available. Be sure to include in the communication the program, date, and time.
- \_\_\_\_\_ Prepare any additional handout materials you would like to distribute at the event.

### **Two weeks before the event...**

- \_\_\_\_\_ Conduct follow-up networking calls.
- \_\_\_\_\_ If you have not already done so, inform your facility of the downlink coordinates in writing.
- \_\_\_\_\_ Reconfirm the event's date and time with the facility contact, as well as with any speakers or panelists you have invited.
- \_\_\_\_\_ Invite local press to the satellite forum and/or your accompanying event. If local experts or organizations will be sharing their experiences during the event, this may be an opportunity for some positive press for them and exposure for your program.

### **One week before the event...**

- \_\_\_\_\_ Based on the number of registered participants, make photocopies of on-site handout materials using the photocopy masters supplied by EPA.
- \_\_\_\_\_ Arrange to have on-site handout materials delivered to the site, if you haven't already.

- \_\_\_\_\_ Contact the site to determine if you need to provide additional information.
- \_\_\_\_\_ Recruit a volunteer to take notes and collect and organize your group's questions and comments for the panelists during the event. You may also want to do a follow-up activity, report, or article about the event and may find this information useful.
- \_\_\_\_\_ Prepare a small box of office supplies to take with you to the site, including pens, clipboards, a stapler, scissors, paper, masking tape, markers, newsprint, an easel and flip chart, etc.

### **On the day of the event...**

- \_\_\_\_\_ Arrive early enough to oversee the room and equipment setup. (We suggest that you arrive at least one hour prior to the beginning of the event.)
- \_\_\_\_\_ Arrange the handout materials attractively on a table. Arrange "Display Only" materials on the table.
- \_\_\_\_\_ Set up a flip chart on an easel or provide a whiteboard for notes.
- \_\_\_\_\_ Encourage attendees to sign in on a sheet provided. (A sign-in sheet photocopy will be provided by EPA with handout materials.)
- \_\_\_\_\_ Distribute evaluation forms and encourage participants to complete them before they leave. Please return them in the self-addressed envelope provided as soon as possible after the event.

## **TELEPHONE TIPS**

Participating in the satellite forum during the broadcast is easy. Here are some tips that will ensure successful telephone interaction with the satellite forum's panelists.

### **Before the satellite forum:**

- If you are using a portable telephone, be sure it is completely charged. You may want to check with your contact at the downlink site a couple of days in advance to remind him or her to charge the phone.
- Show participants where the telephone is and how to use it.

### **During the satellite forum:**

- If you are using a portable telephone, do not travel too far from the telephone base. Before the satellite forum, you may want to experiment with how far you can walk from the base and still maintain a good connection.
- When an audience member at your site is talking to the panelists during the broadcast, do not stand too close to the television monitor and/or speakers. Standing too close to the monitor causes audio feedback. If you are instructed to turn down the volume on your television while you are on the phone with a panelist, don't turn the volume down so low that the audience cannot continue to hear the conversation.
- Take group notes to help organize your telephone/fax questions and comments during the broadcast. As people watch the program, they can relay their questions and comments a recorder, who can post them so the group can see each other's ideas. You may want to formulate a group question from these notes.